

# Typography

Play+ Typography Guide This is our belief Typography performs In Play+, typography is not just a utilitarian necessity — it is a performance. Our type system expresses both our Distinct and Intuitive pillars. It speaks with clarity, rhythm, and character, enabling content to feel as natural as a conversation. Typography in Play+ doesn't just organize content — it performs. With intention, rhythm, and voice, our type choices transform interfaces into fluent, brand-native conversations.

**Core Principles of Typography**

- **Design Guideline** Use a consistent type scale to guide the user through content accurately.
- **Developer Implementation** Use semantic HTML tags (h1-h6). Map to `$font-heading-*` tokens. Never skip heading levels.
- **Design Guideline** Body text must be legible in long-form, with optimal font size, line height, and line length.
- **Developer Implementation** Use `$font-body-1`. Limit width using `$content-line-measure (~75ch)`.
- **Design Guideline** Typography must reflect brand personality while staying clean and confident.
- **Developer Implementation** Use web fonts with `font-display: swap`.
- **Design Guideline** Type scale should adapt fluidly across breakpoints and screens to be adaptive.
- **Developer Implementation** Use rem units and `clamp()` for scalable text.

**Our Typeface System: The Trio of Roles**

- **The Typographic Scale**
- **Token Name / Role**
- **Font Family**
- **Weight**
- **Size**
- **Line Height**

Token	Role	Font Family	Weight	Size	Line Height
Hero Title	PP	Neue Machina	Bold	3.75rem / 60px	1.2
Heading 1	1.2	Mulish	Bold	3rem / 48px	1.2
Heading 2	1.25	Mulish	Bold	2.25rem / 36px	1.25
Heading 3	1.3	Mulish	Semibold	1.875rem / 30px	1.3
Subtitle	1.4	Mulish	Regular	1.5rem / 24px	1.4
Body Text	1.5	Inter	Regular	1rem / 16px	1.5
Small Body	1.5	Inter	Regular	0.875rem / 14px	1.5
Label / Button	1.2	Inter	Medium	0.875rem / 14px	1.2
Caption	1.3	Inter	Regular	0.75rem / 12px	1.3

**Platform-Specific Implementation**

- **Web** Use "rem"
- **iOS** Use "pt"
- **Android** Use "sp"

**Spacing Rules** : Vertical spacing should derive from the element's line-height. Use `$space` tokens for consistent inter-block rhythm.

**Hierarchy Enforcement** : Never use a heading token on non-heading semantic elements (e.g., don't use `$font-heading-h3` in a `<p>` ). Create utility styles when needed for similar looks without breaking semantics.

**Customizing the Typography**

- **We believe in metamorphic design.** Swap tokens, keep structure.
- **Define custom fonts**

```
$my-brand-serif: "Georgia", serif;
$my-brand-sans: "Helvetica Neue", sans-serif;
// Override Play+ tokens
$font-family-heading: $my-brand-serif;
$font-family-body: $my-brand-sans;
```

**Guidelines for Customization** : Choose fonts with full weight families (Regular, Medium, Semibold, Bold) Test across breakpoints to ensure legibility and tonal match

**Typography in Motion**

- **Typography should feel alive, not static.**
- **Recommendations** : Fade-in or upward rise on heading reveal Labels animate upward on input focus Smooth resizing on screen transitions using `clamp()`

**Component Role Token Used**

Component	Role	Token	Used Font
Button	Label	<code>\$font-label</code>	Inter
Modal Title	Heading 2	<code>\$font-heading-h2</code>	Mulish
Input Label	Caption	<code>\$font-caption</code>	Inter
Card Title	Heading 3	<code>\$font-heading-h3</code>	Mulish
Card Body	Body Text	<code>\$font-body-1</code>	Inter
Toast Message	Small Body	<code>\$font-body-2</code>	Inter
Hero Section	Hero Title	<code>\$font-display</code>	PP Neue

Machina Typography Quick Guide ■ Do's : Use heading tags correctly and in order Keep line length to ~75 characters Use semantic tokens, not raw styles Choose expressive fonts for brand, neutral for function Don't : Skip heading levels (h1 → h3) Apply heading tokens to non-headings Use more than 2-3 fonts per interface Rely on pixel values over tokens This is the voice of your product. Let it be bold, legible, and beautifully yours.

```
// Define custom fonts
$my-brand-serif: "Georgia", serif;
$my-brand-sans: "Helvetica Neue", sans-serif;

// Override Play+ tokens
$font-family-heading: $my-brand-serif;
$font-family-body: $my-brand-sans;
```